FIG. 1

Priced to Market

- priced to be competitive in this market
- price is linked or correlated to its usage
- total cost of the solution is competitive and attractive to the target market

Complete Software Solution

- all components, tools, and information are provided as a single package
- packaged solution is condensed
- all components of the packaged solution have consistent terms and conditions

Easy to Manage

- operational "out of the box"
- provides a default configuration that is appropriate for most installations
- set-up and configuration of the product can be performed with minimal administrative skill and interaction
- application templates and/or wizards are provided
- easy to fix
- easy to upgrade

Right Function

- provides competitive features that are attractive to businesses in the target market segment
- features function in a consistent manner within the product, product family, and platform

Reasonable Footprint

- usage of resources fits well on computing platform
- dependency chain is streamlined and does not impose a significant burden

Easy to Install

- installation can be performed using only a single server
- operation of the product requires only a single server
- installation is quick
- installation of the product is non-disruptive to the system and personnel
- the product is OEM-ready with a "silent" install/uninstall

Easy to Integrate

- the product coexists with, and works well with, other products sold for this market
- interoperates well with existing applications in its target environment
- exploits services of its target platform that have been proven to reduce total cost of ownership

Easy to Learn and Use

- user interface is simple and intuitive
- samples and tools are provided
- quality documentation, that is readily available, is provided

Extensible and Flexible

- a clear upgrade path exists to more advanced features and functions
- customer's investment is protected when upgrading to advanced products

Target Platform Support

- available on all "key" platforms of the target market

FIG. 2

Criteria	Rank
Priced to market	9
Complete Solution - Available as a single product/package	2(tie)
Easy to install	8
Easy to integrate	7
Right Function - Consistent usage	5
Right Function - Competitive features and functions	4
Easy to Manage	6
Easy to use and learn	1
Extensible & Flexible	10
Reasonable Footprint	2(tie)

FIG. 3

300

Definition	The product price should be competitive with comparable, leading products in the market segment and should provide an attractive entry prive to this market segment.				

Information Required

	Name 320	Vendor 330	Version/ Release 340	Price 350	Pricing Model 360
310 Assessed Product					
311 Competitive Product 1					
312 Competitive Product 2					

370 Measurement Guidelines

Compare the product's price to the competitive products. Use the following rating scale:

5	Price significantly beats competitive product
4	Price beats competitive product
3	Price meets competition
2	Competitive product's price beats assessed product
1	Competitive product's price significantly beats assessed product

380 Deviations/ Considerations

A reasonable price premium may be acceptable if product is unique or if product is clearly superior to competitive products in selected criteria measurements.
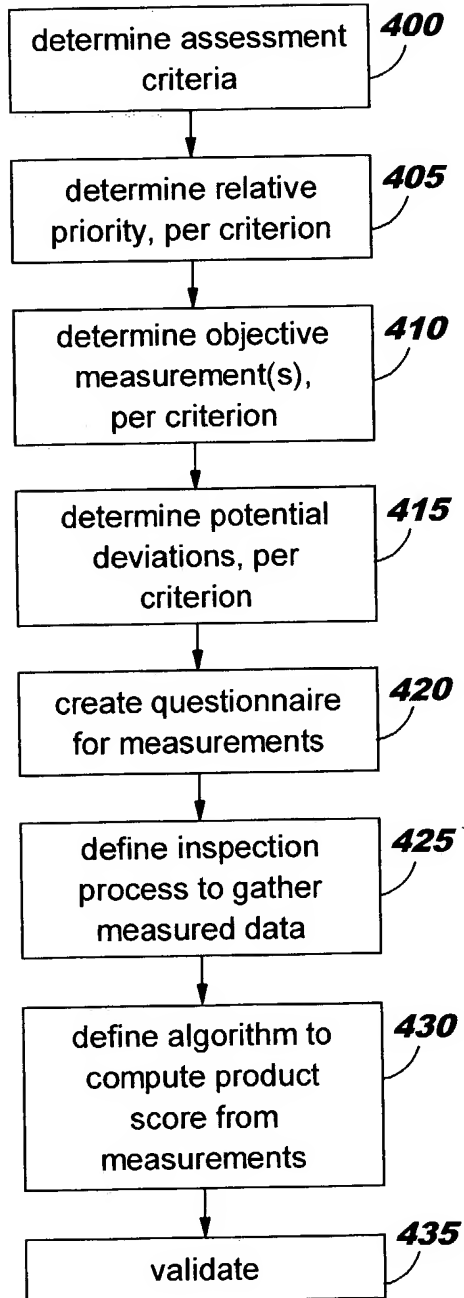
FIG. 4

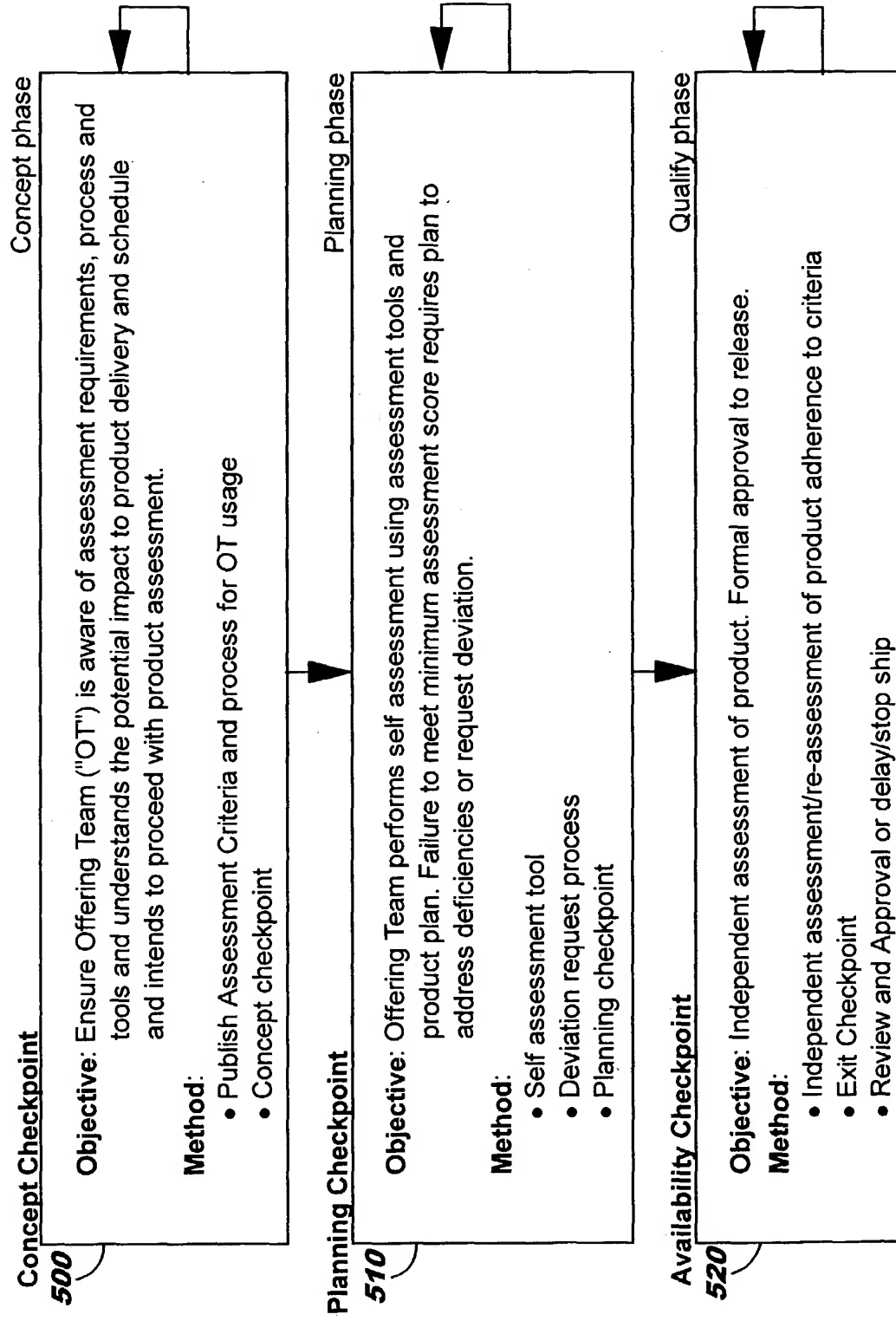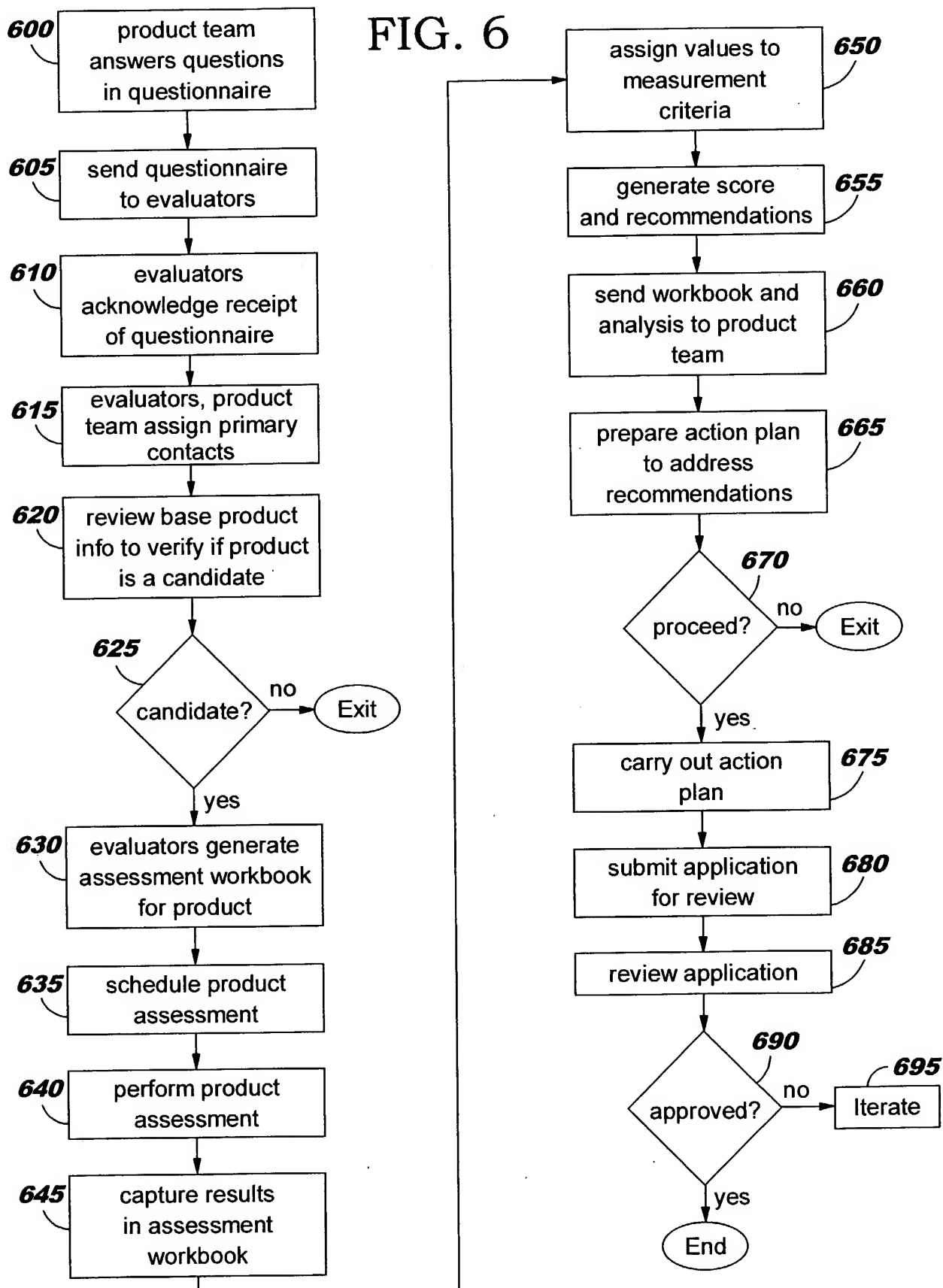determine assessment criteria *400*

↓

determine relative priority, per criterion *405*

↓

determine objective measurement(s), per criterion *410*

↓

determine potential deviations, per criterion *415*

↓

create questionnaire for measurements *420*

↓

define inspection process to gather measured data *425*

↓

define algorithm to compute product score from measurements *430*

↓

validate *435*

FIG. 5

Concept phase

Concept Checkpoint

500

Objective: Ensure Offering Team ("OT") is aware of assessment requirements, process and tools and understands the potential impact to product delivery and schedule and intends to proceed with product assessment.

Method:
- Publish Assessment Criteria and process for OT usage
- Concept checkpoint

Planning phase

Planning Checkpoint

510

Objective: Offering Team performs self assessment using assessment tools and product plan. Failure to meet minimum assessment score requires plan to address deficiencies or request deviation.

Method:
- Self assessment tool
- Deviation request process
- Planning checkpoint

Qualify phase

Availability Checkpoint

520

Objective: Independent assessment of product. Formal approval to release.

Method:
- Independent assessment/re-assessment of product adherence to criteria
- Exit Checkpoint
- Review and Approval or delay/stop ship

FIG. 6

600 product team answers questions in questionnaire

605 send questionnaire to evaluators

610 evaluators acknowledge receipt of questionnaire

615 evaluators, product team assign primary contacts

620 review base product info to verify if product is a candidate

625 candidate? —no→ Exit

yes

630 evaluators generate assessment workbook for product

635 schedule product assessment

640 perform product assessment

645 capture results in assessment workbook

650 assign values to measurement criteria

655 generate score and recommendations

660 send workbook and analysis to product team

665 prepare action plan to address recommendations

670 proceed? —no→ Exit

yes

675 carry out action plan

680 submit application for review

685 review application

690 approved? —no→ **695** Iterate

yes

End

FIG. 7

Bas Information

Proposed Product Name	
Version to be assessed	
Platforms to be assessed	Win2000
Download site for install image	
Target Availability (mm/dd/yyyy)	
Current Phase (Concept, Plan Avail)	

1. What is the value proposition for this product?

2. Why is this a good mid-market candidate?

3. When making a purchase decision, what two products/vendors would a decision maker consider as the closest competitors to your product?

Primary Competitor	
Secondary Competitor	

Priced to Market

4. What usage metric is used for pricing?

Usage Metric	Used(Yes/No)	Comments
per Name User		
per Concurrent User		
per Application User		
per processor		
per Server		
per Managed resource (ie, TB of data)		
other		

5. Why was this metric selected?

6. Provice pricing comparison to competition at various usage levels.
   Utilize the following conversions if needed:
   1 server = 2 processors
   1 concurrent user = 2.5 named users

Usage Level	Candidate Product	Competitor
1 usage unit		
10 usage units		
20 usage units		
100 usage units		
1 CPU		
4 CPU		

FIG. 7
(cont'd)

7. Are there any additional restrictions or limitations that your product places on usage?

8. At what usage level do you move off the assessed product to more advanced capability?

9. Can a customer add capacity as needed?

10. How does your product enforce usage?

11. Does your product require services to complete implementation or deployment?

12. Is total cost of your solution with services < $100,000?

13. Can your product be effectively administered with minimal admin training (e.g., less than 8 hours)?

14. Are adequate education materials provided (in package or online) so that admin skills can be self taught?

Complete Software Solution

15. What external dependencies does your product have (i.e., other products or services)?

16. How many CDs are delivered to customer when they order your product?

17. How many CDs are required to actually install the product?

18. Does your install package contain any optional software (like "try-and-buys")?

19. What are the terms and conditions for you product?

20. Are they similar to (i.e., consistent with) other mid-market products?

21. How do they differ from Enterprise versions of product?

Easy to Install

22. Does your product require more than one server for effective operation?

23. Does it require exclusive use of the server with reasonable work load for the product?

24. Does your product offer silent install/uninstall capabilities?

FIG. 7
(cont'd)

25. Can it easily be wrapped by third party solution install technology?

26. What install technology is used?

Easy to Integrate

27. How does your product relate to other mid-market products?

Assessed Product	Mid-Market Product 1	Mid-Market Product 2	Mid-Market Product 3	Mid-Market Product 4
Provides services to				
Is dependent on				
Unaware of but can coexist with				
Aware of and makes use of				
Aware of and extends				
Makes use of Enterprise version of				

28. How does your product relate to and support other popular applications and formats?

29. Does your product obtain any 3rd party vendor certifications (Windows 2000, IBM, Clustering, Novell...)?

Easy to Learn and Use

30. What are the primary user-roles supported by your product?
                    (yes/no)
- Admin
- Developer
- Application user
- Other (list)

31. Does your product provide default and advanced configuration templates?

32. How many hours of training are required to effectively administer your product?

33. What is the fix/update strategy for your product?

34. Are fix packs cumulative?

35. Are hot fixes (delta updates) available?

36. How often are fixes generated?

FIG. 7
(cont'd)

37. Is an online download site available for product updates?

38. Is it publicly available or does it require a service contract?

39. How easy is it for customers to determine what fix is needed (e.g. how many minutes)?

Right Function

40. What are the primary features provided by your product?

41. How does this compare to your competitors?

42. Do you have any third party assessments that compare your product's features with your competitors?

43. What third party recognition or endorsements has your product received?

44. Are product capabilities and features consistent across platforms?

45. Does your product belong to a "family of products"?

46. If so, is it clearly positioned with other products in the family?

47. What differentiates this product from the Enterprise version of the product?

Extensible and flexible

48. How does assessed product differ from Enterprise version?

Difference :	Y/N	comment
Adjustment in feature set provided		
Lower price per usage metric		
Different terms and conditions		
Reduced packaging		
Improved ease-of-use / tooling		
Reduced platform support		
Reduced Admin needs and complexity		
Different support level/pricing		

FIG. 7
(cont'd)

49. Does your product provide a clear upgrade path to more advanced function?

50. When moving to advanced function, what percentage of the customer's invenstment in services and customer development get retained?

51. Are migration services/tools provided?

52. From competitors products?

Mid-market Platform Support
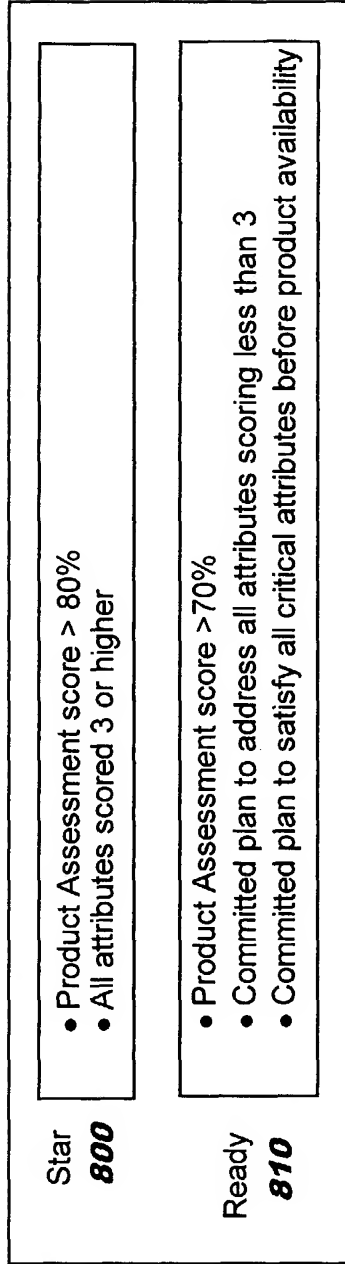
53. What platforms does your product support?

54. Which ones will it support in near future?

Y=Yes, P=Planned, N=not supported, NA=not applicable

Platform	Server	Clients	Admin	Agents	Development
Win2000/XP					
iSeries					
Linux					
Solaris					
HP/UX					
IBM AIX					
Web Based					
Other					

End of Questionnaire

FIG. 8

Star 800	• Product Assessment score > 80% • All attributes scored 3 or higher
Ready 810	• Product Assessment score >70% • Committed plan to address all attributes scoring less than 3 • Committed plan to satisfy all critical attributes before product availability

820 Critical Attributes

830
- • Priced to Market: Competitive pricing
- • Priced to Market: Price linked to usage
- • Complete Software Solution: Single Package
- • Complete Software Solution: Consistent terms and conditions
- • Easy to Install: Single Server Operation
- • Easy to Install: Non-disruptive to system and personnel
- • Easy to Install: Silent Install (OEM ready)
- • Easy to Integrate: Coexists and works well with other mid-market products
- • Easy to Manage: Operational out of the Box - default config
- • Easy to Manage: Minimal administrative interaction required
- • Easy to Learn and use: Samples and tools for quick start
- • Easy to Learn and use: Successful first-use experience
- • Extensible & Flexible: Clear upgrade path to advanced function
- • Extensible & Flexible: Investment is protected
- • Right Function: Consistent Feature usage
- • Reasonable Footprint: Competitive Footprint

FIG. 9

900

Results of Product Assessment for Product XYZ

910

Product Assessment Score	
Product XYZ :	87.65%
Product ABC :	67.89%
Acme Computing Product : 71.23%	

920 — **Attributes not meeting requirements**:

Complete Software Solution: single package   score: 2

921
Impact to score if brought to minimum: .67%

Comments: requires product DEF, not included in install package

Easy to Learn and Use:

922
Samples and tools are provided   score: 2

Impact to score if brought to minimum: .34%

Comments: sample would be useful for function PQR

930 — **Recommended Actions**:

1) Include product DEF in install package

2) Provide sample for how to use function PQR

FIG. 10

Autonomic Computing

Self-configuring

With the ability to dynamically configure itself on the fly, an IT environment can adapt immediately - and with minimal human intervention - to the deployment of new components or changes in the IT environment.

Self-healing

Self-healing IT environments can detect improper operations (either proactively through predictions or otherwise) and then initiate corrective action without disrupting system applications. Corrective action could mean that a product alters its own state or influences changes in other elements of the environment.

Self-optimizing

Self-optimizing refers to the ability of the IT environment to efficiently maximize resource allocation and utilization to meet end users' needs with minimal human intervention.

S lf-protecting

The goal of self-protecting environments is to provide the right information to the right users at the right time through actions that grant access based on the users' role and pre-established policies. A self-protecting IT environment can detect hostile or intrusive behavior as it occurs and take autonomous actions to make itself less vulnerable to unauthorized access and uses, viruses, denial-of-service attacks, and general failures.

FIG. 11

<u>1100</u>

	Self-configuring	Self-healing	Self-optimizing	Self-protecting
1110 Easy to Install	Able to get application installed and running with minimal skill and interaction			
1120 Easy to Manage	Upgrades are performed with minimal skill and interaction	Problems are fixed with minimal skill and interaction	Application performance is improved with minimal skill and interaction	Security threats are neutralized with minimal skill and interaction
1130 Easy to Integrate	Able to detect and integrate with other products			
1140 Easy to Learn and Use			Less worry having to do everything "right" from the start	Less worry about accidental exposure of sensitive information
1150 Extensible and Flexible	Extensions can be made with minimal skill and interaction			